RESEARCH PLAN PROPOSAL

A Study of Customer Satisfaction
In Public Transportation System
(With Special Reference to RSRTC, Jaipur)

For Registration to the Degree of
Doctor of Philosophy

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Introduction

India’s transport sector is large and diverse; it caters to the needs of 1.1 billion people. The sector contributed about 5.5 percent to the nation’s GDP, with road transportation contributing the lion’s share.

Good physical connectivity in the urban and rural areas is essential for economic growth. Since the early 1990s, India's growing economy has witnessed a rise in demand for transport infrastructure and services.

However, the sector has not been able to keep pace with rising demand and is proving to be a drag on the economy. Major improvements in the sector are therefore required to support the country's continued economic growth and to reduce poverty.

Roads are the dominant mode of transportation in India today. They carry almost 85 percent of the country’s passenger traffic and more than 60 percent of its freight. The density of India’s highway network -- at 0.66 km of roads per square kilometer of land – is similar to that of the United States (0.65) and much greater than China's (0.16) or Brazil's (0.20). However, most roads in India are narrow and congested with poor surface quality, and 33 percent of India’s villages do not have access to all-weather roads.

After spending lots of time and understanding how the public transportation system works in India, we at minimum can conclude that almost all the states have their own state road transport corporation. This corporation not only takes care of providing transit facility within their own state but also to the neighboring states. This helps the public in transportation and gives them the choice to travel with. Travelling in different states of India is very easy, if you are aware about the transit facility being offered by different state road transport corporations or undertakings or institutions authorized by the Ministry of transportation or by the state government authorities. We are making every effort to integrate the services offered by this corporations / institutions / undertakings or authorized agents or services to publish at one place, and thereby give the public an opportunity to find information about their transit need. All these entities of the government have their own operational style and ideas with excellent growth plans and concrete support to the employees to provide best of the best services to the public. Some of this organization did face difficulty from private operators, and have survived and some are

surviving with big losses, but overall the transportation facility is available, and people are happy with it, as there are no complaints.

Every transport corporation runs buses within their state, and provides interstate connectivity. Some of the transport organization do provide city services, when there are no local city transport facility. Major cities do have their own transport vehicles and staff to operate regular city services. Some well known cities where there are separate entities being setup to provide transit facility to the public are, Mumbai (Bombay), Bangalore, Ahmedabad and many other cities. They all runs daily regular services within the city to some of the adjoining areas of the city. They provide affordable, comfortable and timely service to the public.

Over and above all these, private transit providers play a major roll in connecting major cities of states in India, wether it is from Mumbai to Delhi, Chennai to Bangalore or from Mumbai to Ahmedabad, they are tough competitors serving the public and running excellent business with lots of profit, and some with loss, overall everybody is happy and passengers enjoy their transit.

RSRTC was established on 1st October 1964 and is the largest provider of intercity bus transportation in Rajasthan. The Corporation has its Head Quarters in Jaipur. RSRTC in collaboration with JDA has made JCTSL.

RSRTC is uniquely positioned to serve this broad and growing market as:

- It offers low fares for passenger's everyday.
- Spacious and convenient Bus Stands with all amenities for waiting and in-transit passengers.
- It offers the only means of regularly scheduled intercity transportation to most cities, towns and small villages across the State and neighboring States.
- It offers reservation facilities for all deluxe and express buses.
- Provides additional seats during peak travel periods to accommodate passengers.
- It has socially conscious body offer concessions in fares and facilities to physically challenged.
- It offers concessional fare to the sick, freedom fighters, widows and families of soldiers who died in war.

The Corporation has 48 depot spread over the State. The Corporation buses daily cover over 1.5 million kilometers catering to nearly 1 million passengers through its network of over 13000 services to all-important places in Rajasthan and adjoining States of Gujarat, Haryana, Punjab, Delhi, Uttar Pradesh, Himachal Pradesh, Madhya Pradesh and Maharashtra.

RSRTC busses broad classification is as under:

1. Low Floor bus- This bus service provides city connectivity from different areas of Jaipur. This bus is available in two classes: A/C and non A/C low floor bus service for different class of passengers.
2. Express – This bus provides connectivity to different districts and villages of Rajasthan.
3. Delux – This bus service provides connectivity to the different cities in Rajasthan. This bus service is non A/C service. It is well known as Silver line bus service.
4. Delux A/C - This bus service provides connectivity to the different cities in Rajasthan. This bus service is A/C service. It is well known as Gold line bus service.
5. VOLVO – This bus service provides connectivity to the different cities in Rajasthan. This bus service is A/C service along with pantry facility which is rarely available in bus services. It is basically for higher income group. It is a very luxurious bus service and follows route not only within but out of Rajasthan as well like Delhi, Mumbai, Ahmadabad, Chandigarh etc.

To keep safety standard RSRTC maintains a high turnover of buses. Not keeping a bus in service on average for more than seven years. RSRTC is also socially conscious and affords concessional rates to senior citizens, physically challenged persons and relatives of soldiers who died in war.

RSRTC has an enormous in-house facility for maintenance and engineering. Buses are fabricated with latest specifications. The major items of consumption such as tyres, spare parts are purchased from the manufacturers and their recognized original equipment manufacturer under the the purchase policy. The scrap material like condemned buses; spares and tyres are sold through open auction at Jaipur, Ajmer and Jodhpur.

Objective

The corporation's main objectives are:-

- To provide efficient, adequate, economical, safe and well coordinated passenger transport service.
- Through the development of transport facility, development of this virgin Desert Land for our national economy.

With these objective RSRTC has been providing services not only on notified routes but also on sub non-nationalized routes for the convenience of the public. Inter State Services were also being extended to the neighboring States for a coordinated transport service system.

LITERATURE REVIEWED

A literature review is precursor in the introduction of research paper or it can be entire paper in itself, often the first stage of large research projects, allowing the supervisor to ascertain that the student is on current path. It is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. It is the presentation, classification ,evaluation of what other researchers have written on particular subject.

A literature review is a critical & in -depth evaluation of previous research process . It is a summary & synopsis of particular area of research , allowing anybody reading the paper to establish why are you pursuing this particular research. A good literature review expands upon the reasons behind selecting a particular research question. Its main function , apart from determining the work done before and to assist in delineation of problem areas, are to provide an insight in to the methods & procedures adopted by other scientists to suggest changes there in & is also a basis for interpretation of the findings . Literature reviews are secondary sources, and as such, do not report any new or original perimental work.

A well - structured literature review is characterized by a logical flow of ideas ; current & relevant references with consistent ; appropriate referencing style ; proper use of terminology ; & unbiased & comprehensive view of the previous research. .

RELEVANCE IN RESEARCH

Researchers usually summarize relevant literature in the introduction to research reports. The literature review provides readers with a background for understanding current knowledge on a topic & illuminates the significance for the new study.

It has multiple purposes:

- define & limit the problem you are working on
- place your study in historical perspective
- avoid unnecessary duplication
- evaluate promising research methods
- Relate your findings to previous knowledge & suggest further research.

Review of Literature

Ravichandran K (2008), This article reveals that the phenomenal expansion of computer network, notably the internet has resulted on rapid proliferation in the travel industry. The dynamic, complex and continuously changing behavior of the travellers of different categories such as tourists, business travellers and others, there is a need of transformation to the dynamic change in the techno- centric business arena, where it is obvious that the consumers or travellers have different choices and they are adapting the technological advancement. The study on internet and disintermediation, an analysis of travelers' perception has revealed that the traditional travel intermediaries have more utility value than the technology based internet services.

Kaur V and Verma S (2010)," This article states that the Airtel customers are satisfied with all dimensions of service quality. It can therefore, be concluded that the company has to concentrate on maintaining this advantage by gearing itself to cope with the increasing expectations of customers. On the other hand, BSNL customers are not impressed with the company on any of the dimensions of service quality gaps, the company has to find out the reasons for customer dissatisfaction and takes steps to remedy the same. Quality is important for telecommunication companies for a number of reasons, including competitive advantage, customers bargaining power and increasing customer expectations. The findings of the study reveal that Airtel is doing better on service quality than BSNL in Rajasthan.

R Venkoba (2008), This article is based on the study that a majority of respondents are dissatisfied with the various factors involved while travelling in low cost airlines. Understandably the overall flying experience of the customers is also dissatisfactory. Considering previous experience to customers by improving their overall operations. As the results indicate that the customer does not prefer to travel again with low cost airlines carriages. Study report that low cost airlines will grow expense on surface transportation as a popular alternative to overcrowded trains; it is certain that many customers are eager to travel more frequently, more impulsively to certain destinations served by low cost air carriages.

Ananth A and Dr. Arulraj A (2011) The study was based on banking sector that undergoes many changes after the new economic policy based on privatization, globalization and liberalization adopted by Government of India. There are some important factors which influence the service quality as Credit facility and interest, corporate social responsibility, deposits and scheme are the mediating factor for quality of service. Since most of the areas are rural based in Nagapattinam District, the bankers have the intention to provide loans to the poor. Corporate social responsibility and credit facility and interest are most influencing factor to the mediating factor.

Dr. Gupta and Neelesh Sreelata (2010) The study was based on some major marketing strategies to be named Pricing Strategy, Product line strategy, Trade Promotion Strategy. These strategies are truly adapted by the companies to promote their products. Both of the companies have penetrated in the market and are now major brands in India.As in comparison to both of them Pepsi Co. has captured a large chunk of Indian Soft drinks market-some in different ways. India is probably the only market where Pepsi Co is the market leader and Coke occupies the second spot. The early entry advantage reaped by Pepsi has been serving it well till now.

Gautam Vikas (2011), As per the Article reviewed for the present study in the insurance sector, no comparative study about the service quality between public and the private sector insurance companies in India context has been conducted. So as there is stiff competition in the market between these companies. Private sector companies are providing more perks and benefits to customers than the public sector.Service quality refers to the perception of the customers of the organization regarding how well the organization is fulfilling their service needs. Hence, the private sector companies are doing well as in comparison to public sector.

Ghosh Sandeep And Srivastava Kailash (2009), This case study result showed that the customers clearly expect personal attention and an understanding of their specific needs by banks. In order to make improvements, management must strike off the weakness and take care by paying individualized attention. The results regarding the differences in the loyalty to accompany, response to problems, willingness to pay, customers'

commitment and customer trust across banks show that there were no significant differences in customer trust and response to problems between the public and private sector banks.

Kumarasan A. & Gowtham K. (2010) The article showed that the credit card system has immensely increased the people towards the world of plastic money. As there are much of requirements of these cards in today's world. The people's requirement has increased as an increase in the standard of living. People are expecting much more in the card system. Most of the problems arise due to lack of knowledge amongst the people. Companies should provide with some practical classes or training for the better use of cards. Moreover, the young generation is using these cards as status symbol amongst their circle.

Vetrivel T. & Devasenathipathi T. (2010),The Article showed the overall satisfaction on bank deposit scheme resulted positively while banking insurance services still need to be given attention by focusing on costumer issues. New innovative schemes, strategies to cater to non-users of insurance have to be adopted in value added services costumer preference for net banking was least ranked and if bankers wish to increase net banking traffic, banker should take maximum efforts to educate the consumers by offering online training. If bankers want to sustain costumers on a long term basis, bankers should work towards customer satisfaction.

M Amulya & Prof. Anand D. (2011),The article studied reveals that the BSNL is still the largest network owner across the country and it can do miracles only if it takes unbiased decisions at the right time, delaying all the decisions and too much political interference is what is pushing it into losses. This is right time to introspect and take action before it leads to bankruptcy.The mobile phone has revolutionized the Indian economy from small businessmen and small traders are able to do their business over telephone and this is important contribution to the growth of the country and broadband services will only improve matters.

Sehgal P C & Teki Surayya (2011) The study is based on the Mumbai suburban railway system there should be an increase in the number of trains for Mumbai commuters. There is up gradation of passenger amenities by provision of ventilator system, GPS system. There are vast provisions to

make the suburban railway system friendly and economical. So as to increase the efficiency and profits.

Ahuja Vivek (2010),The article study is related to the service integration practice followed by Maruti Suzuki has undoubtedly been the key differentiator which has given it an edge in competitive market, the level of service and convenience that it provides to its costumers has resulted in steady increase in its customer base. The customer satisfaction is mainly due to positive word of mouth spread by Maruti lovers. One should not forget that the costumer is the king, the creator and the destroyer of the market.

Akhila R. Udupa & Prof. G Kotreshwar (2010) The study was based on market segmentation, target positioning and product positioning on International marketing strategies combining changes in marketing mix elements, market segmentation and target marketing is essential to position Bangalore as a global healthcare destination. Maintaining the quality of treatment, offering low cost, value added services, positive word of mouth plays a major role in delivering costumer delight. The different Medias like television, magazine can be used to feature a world class health care treatment provided in Bangalore, often coupled with other tourism attractions.

Dr. Sahu Praveen, Jaiswal Gaurav & Matharoo Manita (2010) In this study the consumer preference towards service quality is presented. In present business scenario, identification of consumer preference has become a crucial element. In this study we found that consumers prefer those restaurants that provide the maximum degree of satisfaction. By this article it has been studied that various factors are responsible for affecting the choice of consumers regarding restaurants.

Dr. V. Murugaiah And Vishvas Radhika (2010) The Study show that although the customers are dissatisfied with one out of every four purchase, less than five percent of dissatisfied customers will complain. Most customers will buy less or switch suppliers “relationship with a customer doesn’t end with the first sale- it actually starts”.The customer acquisition and retention is only possible when the customer has trust over the services that are provided by the service providers. It is most difficult to retain the customers in service industry as the customers are interacting with the service providers directly.

Objectives of Research

1. To determine the customers' expectations on services offered by RSRTC.
2. To evaluate the existing services offered to the passengers by RSRTC.
3. To determine service quality attributes that has influence the satisfaction level of passengers.
4. To know the measures adopted by RSRTC to prevent accidents and security of passengers.
5. To access awareness level of passengers regarding RSRTC services.

Hypothesis

Based on the available information following hypothesis has been formulated:-

- **H1:** The passengers are satisfied with the quality of services delivered by RSRTC.
- **H2:** The passengers are well aware about the various benefits and services offered to them by RSRTC.
- **H3:** RSRTC is delivering the services as per the expectations of the passengers.
- **H4:** RSRTC is providing the services more effectively in comparison to other bus services available in the city.

Plan of Work and Methodology

- **Research Design & Instruments** – This is a quantitative research study and has an applied orientation. As a social research, this will involve personal interview, construction of questionnaires and scales.

- **Sampling Design** –Strata sampling and convenience sampling will be used to collect the data. The researcher will administer approximately 1000 questionnaire from the passengers to obtain a sample size.
  - **Sample frame** – Rajasthan
  - **Sample unit** - Jaipur

- **Data collection methodology:** For the study being done, considering only secondary data will be inappropriate. So, to get relevant information from the population primary data will be collected from the sample. The main advantage with the collection of primary data is that the researcher and the respondent will have personal contact and that would help in minimizing errors, if any.
  - **Primary Data:**
    i. Personal interview – data from the employees of the organizations will be collected through a personal interview.
    ii. Structured questionnaire – a close ended questionnaire will be used to collect data from the passengers.
  - **Secondary Data:**
    i. RSRTC reports and other governmental publishing
    ii. Company's annual reports
    iii. Books
    iv. Internet
    v. Articles from Magazines, journals & Newspapers
- **Reliability and Validity check**: a research should be tested for reliability, generalizability and validity.

- **Generalizability** is the ability to make inferences from a sample to the population.
- **Reliability** is the extent to which a measure will produce consistent results.
- **Validity** asks whether the research measured what it intended to.

A sample survey would be carried out with selected respondents of the target population to check the reliability, generalizability and validity of the questionnaire.

- **Standard tables/graphics/data** needed for input or comparison of results:
  - Tables
  - Pie Charts
  - Bar graphs

- **Errors:** during the collection of data through questionnaires and personal interview the following errors might occur:

a) Interviewer errors:

i. Recording errors
ii. Cheating errors
iii. Questioning errors
iv. Respondent selection error

b) Respondent errors:

i. Non-response error
ii. Inability error
iii. Falsification error

- **<u>Place of Work and facilities available:</u>**

The data will be collected from Jaipur.

- **Limitations & alternate plan of the study:**

  - Data collected for sample is from Jaipur city only.
  - Respondents might be unwilling to give information.
  - Respondents might give incorrect information.
  - Organizational personnel's might be unwilling to provide required data.
  - The published and unpublished secondary data available on Internet has its own limitations, as many of them are the author's own views and not a generalized perception. Further, the respondents often times do not portray a true picture and opinion.

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Chapterisation

Chapter 1.Rajasthan State Road Transportation Services– An Overview
Chapter 2. Conceptual Framework of Transportation Industry
2.1 Impact on Customer Satisfaction

Chapter 3. Research Methodology
3.1 Research Objective
- Objectives of study
- Rationale of study
- Scope of study
- Hypothesis

3.2 Research Design
- Sample design
- Sample Size
- Method of Sampling

3.3 Data collection methods
- Primary Data Collection
  - Source
  - Instruments & tools used
- Secondary Data Collection
  - Review of related documents available on Internet
  - Library literature review
  - Related journals and periodicals review
  - Reports of Hotel industries
- Literature Review
- Statistical tools used for data analysis

Chapter 4. Data Analysis and Interpretation.
Chapter 5. Findings and Conclusion
5.1 Findings
5.2 Conclusion
5.3 Recommendations and Suggestions
5.4 Limitations

Chapter 6. Application of the research and scope of the future study.

Bibliography

- Books
- Journals
- Websites

Appendix-1

2